



**STATE OF ARKANSAS
ASA HUTCHINSON, GOVERNOR
Arkansas Women's Commission**

**Special Guest Biography
July 15, 2022**

Mimi San Pedro

Mimi San Pedro is the Chief Strategy Officer for the Venture Center, whose immersive accelerator programs are designed to accelerate the growth of early-to-late-stage companies and help validate their solutions for real-world problems. With over 30 years of experience across information, technology, and strategic marketing industries, San Pedro helps galvanize the Venture Center's growth, driving key initiatives that serve the entrepreneurial and corporate innovation sectors. She also oversees the VCWoman Achieve mentorship program, which is dedicated to forming meaningful relationships that help the entire community of women flourish professionally. In VCWoman Achieve, women entrepreneurs who are looking for professional coaching are paired with seasoned women executives/entrepreneurs will be thoughtfully matched with a mentor and spend the next 12 months growing together.

San Pedro has been a leader in the communications and technology industries with a strong background in building and growing businesses. Most recently she served as the Chief Marketing Officer for NLC Products, a national catalog, and e-commerce company, where she was responsible for the development of NLC's digital evolution and led the company's digital marketing strategic plan. Prior to that, she held senior leadership roles in marketing, strategy, corporate development, and operations at Hortus, Acxiom, ContourMed and Stone Ward.